WHAT IS CLAIMED IS:

1   1.   A computer based method for analyzing data contained in at least

2   one of a plurality of data sources of an enterprise, said method comprising:

3   providing a model for said at least one of a plurality of data sources of said

4   enterprise;

5   forming a data organization for said model;

6   creating a database having said data organization;

7   translating data from said at least one of a plurality of data sources to said

8   data organization, to form a plurality of translated data;

9   incorporating said translated data into said database; and

10   performing analysis on said translated data in said database, wherein said

11   data organization comprises at least one of a plurality of data, said data comprising:

12   (a) at least one identity element; and

13   (b) at least one attribute element, wherein said identity element and

14   said attribute element have at least one of a plurality of relationships between one

15   another.

1   2.   The method of claim 1 wherein said model further comprises:

2   a focal group, said focal group comprising:

3   at least one of a plurality of classification components; and

4   at least one of a plurality of core components; and

5   a customized group, said customized group comprising:

6   at least one of a plurality of customer activity components; and

7   at least one of a plurality of activity lookup components;

8   wherein said customized group has at least one of a plurality of

9   relationships with said focal group.

1   3.   The method of claim 2 wherein said classification components

2   comprises customers' categorization of information related to business processes.

1   4.   The method of claim 2 wherein said activity components comprises

2   business transactions.

1   5.   The method of claim 2 wherein said activity components comprises

2   business events.

1   6.   The method of claim 2 wherein said activity components comprises

2   business activities.

1   7.   The method of claim 2 wherein said activity components comprises

2   business measures.

1   8.   The method of claim 2 wherein said activity lookup components

2   comprises reference information for customers' business transactions.

1   9.   The method of claim 2 wherein said activity lookup components

2   comprises reference information for customers' business events.

1   10.   The method of claim 2 wherein said activity lookup components

2   comprises reference information for customers' business activities.

1   11.   The method of claim 2 wherein said activity lookup components

2   comprises reference information for customers' business measures.

1   12.   The method of claim 1 wherein said data organization further

2   comprises at least one of a plurality of core components, said core components

3   comprising:

4   a customer identifier; and

5   at least one of a plurality of classification components, wherein said

6   classification components has at least one of a plurality of relationships with said core

7   components.

1   13.   The method of claim 12 wherein said core components further

2   comprises an account identifier.

1   14.   The method of claim 12 wherein said classification components

2   comprises a sales channel.

1   15   The method of claim 12 wherein said classification components

2   comprises a customer region.

1   16.   The method of claim 12 wherein said classification components

2 comprises a customer profile.

1   17.   The method of claim 12 wherein said classification components

2 comprises a demographic profile.

1   18.   The method of claim 1 wherein said enterprise comprises a

2 business.

1   19.   The method of claim 1 wherein said data comprises

2 telecommunications information.

1   20.   The method of claim 1 wherein said data comprises financial

2 information.

1   21.   The method of claim 1 wherein said data comprises retail

2 marketing information.

1   22.   The method of claim 1 wherein said data comprises insurance

2 information.

1   23.   The method of claim 1 wherein said data comprises health care

2 information.

1   24.   A computer based method for performing customer analysis of

2 contents of at least one of a plurality of data sources, said method comprising:

3   selecting a template from a plurality of pre-defined ones, said templates

4 embodying a plurality of characteristics of a business;

5   selecting at least one of a plurality of customer entities from a plurality of

6 pre-defined ones to form a focal group of customer entities, said selecting based upon

7 said template;

8   defining at least one of a plurality of customer transaction entities and at

9 least one of a plurality of attributes of said customer transaction entities to form a

10 customized group of customer activity components;

11   defining at least one of a plurality of customer event types in said customer

12   activity components, wherein said customer event types comprise attributes of said

13   customer transaction entities in said customer activity components;

14   selecting at least one of a plurality of data tables and at least one of a

15   plurality of attributes of said data tables to form a data schema, wherein said data schema

16   is a reverse star data schema;

17   determining at least one of a plurality of attributes based on data types of

18   tables of said data source;

19   determining for said attributes at least one of a plurality of primary keys;

20   creating a data warehouse database from said data schema;

21   creating at least one of a plurality of data mapping rules, said mapping

22   rules providing translation information for tables and attributes of said data sources to

23   said data warehouse.

1   25.   The method of claim 24 further comprising defining for said

2   attributes at least one of a plurality of foreign keys.

1   26.   The method of claim 24 further comprising:

2   defining application-specific entities for said customer activity

3   components.

1   27.   The method of claim 26 further comprising:

2   defining at least one of a plurality of attributes for said application-specific

3   entities.

1   28.   The method of claim 24 wherein said deriving said data types is

2   performed automatically.

1   29.   The method of claim 28 further comprising:

2   providing to users the capability to make changes to said data types if they

3   choose not to use the automatically derived ones.

1   30.   A method for integrating customer data analysis tools with at least

2   one of a plurality of database systems, said method comprising:

3   installing a data warehouse database, said database having a reverse star

4 schema data model, said reverse star schema mapping to data in said at least one of a

5 plurality of database systems;

6   performing customer data analysis using said data warehouse database.

1   31.   The method of claim 30 wherein said customer data analysis

2 comprises customer purchasing behavior analysis.

1   32.   The method of claim 30 wherein said customer data analysis

2 comprises customer market segmentation analysis.

1   33.   The method of claim 30 wherein said customer data analysis

2 comprises customer valuation analysis.

1   34.   The method of claim 30 wherein said customer data analysis

2 comprises customer churn analysis.